

APPLICANT REACTIONS TO SELECTION REJECTION EMAIL MESSAGES

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ABSTRACT

A job-seeker's experience with an organization's staffing process has long been a topic of interest among academics. However, in recent years job seekers have had more opportunities to voice positive or negative word-of-mouth statements about their experiences because of the growth in online review sites, such as Glassdoor. Of particular concern is a job-seeker's reaction to a rejection-email message. Results of our initial study of job-seekers' reactions verify a relationship between a rejection-email's message (i.e., explanation, personalization, interactivity) and attitudes towards the recruiter, and that attitudes toward the recruiter affect a job seeker's intentions toward the organization.